

**Subject:** CCA Delivers: Board & Advocacy Priorities, Soiree, Housing and more  
**From:** "Central City Association" <toh@ccala.org>  
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**June 22, 2017**  
CCALA.org

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- Expanded Board of Directors and Advocacy Priorities
- CCA Members Soiree
- Housing, Land Use & Development Committee
- LA City Council Housing Committee
- Southeast LA Community Plan
- Jeff King

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**CCA Events**

**Thursday, July 20**

11:00 a.m. - 1:30 p.m.

**TRANSPORTATION PANEL &  
SHOWCASE: DOWNTOWN MOBILITY IN THE  
DIGITAL AGE**

Millennium Biltmore

**Wednesday, July 26**

5:30 - 8:30 p.m.

**Wednesday, June 28**

8:30 a.m. - 10:00 a.m.

HOMELESSNESS COMMITTEE

(Open to Executive and Business Advocacy Level Members Only)

Topics: Homeless Count, Building Benefactor Program

Special Guests: Peter Lynn, LAHSA; Anne Dobson, Skid Row Housing Trust

**Thursday, July 13**

11:45 a.m. - 1:30 p.m.

EXECUTIVE COMMITTEE MEETING

WITH KATHRYN BARGER

(Open to Executive Members Only)

## Expanded Board of Directors and Advocacy Priorities

We officially announced yesterday the addition of seven members to our [Board of Directors](#), and we unveiled our new [advocacy priorities](#) to enhance Downtown Los Angeles' vibrancy and increase investment in the region.

"Our board of directors and members have worked to identify policy priorities necessary for their businesses and industries to thrive and grow. By updating and clearly articulating our priorities for the advancement of Downtown Los Angeles, we hope to strengthen DTLA in key areas, such as the continued development of high quality jobs, enhancing the quality of life for residents and advocating for the planning and development of DTLA's growth." - **Martha**

**Saucedo**, CCA chair

[Click here to read the full press release.](#)

Thank you for your input in finalizing the advocacy priorities. We are excited about the work ahead.

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## Image

*Marie Sullivan, Metro; Calvin Hollis, Metro; Jessica Lall, CCA*

## CCA Members Soiree

Approximately 85 CCA members and guests came to our Members Soiree yesterday at the Sheraton Grand to honor **Calvin Hollis** and **Marie Sullivan** for their work on the new tunnel at the 7th Street Metro station which directly connects THE BLOC to the Red, Purple, Blue and Expo Lines. **The Ratkovich Company** partnered with **Metro** to make this significant investment in our public transit system and it represents the first publicly accessible Metro portal on private property. This portal improves connectivity, ease of use and pedestrian safety and we believe it is an example of the necessary partnerships to advance Downtown's growth. Special thanks to Sheraton Grand for hosting. [Check out photos from the soiree.](#)

Finally, congratulations to **Yvonne Cooper** at TCA Architects for winning the business card raffle. Enjoy your two-night stay and \$50 gift card at Sheraton Grand!

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## Housing, Land Use and Development Committee

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At this week's Housing, Land Use and Development Committee, members heard from **Skid Row Housing Trust (SRHT)** regarding **SP7** and received an update from City Planning

about **DTLA 2040**.

[SP7](#), is a new housing development in Downtown at the corner of 7th and San Pedro Streets and will provide 100 units of permanent supportive housing for formerly homeless individuals. The project entails the construction of a new seven-story building and the adaptive reuse of an existing three-story building. SP7 is being designed by Killefer Flammang Architects and will offer on-site services. CCA members discussed the need for ground floor activation, especially on the 7th Street side, and representatives from SRHT explained they are designing the ground floor space to be flexible and adaptable. We also discussed the need to regionalize homeless housing and services as well as deconcentrating services in the Skid Row area.

SRHT retains ownership of their buildings and also handles property management. They own and operate about 1,800 units of housing in the Downtown area and are starting to locate developments in other parts of the city. SP7 is expected to start construction in July 2018 and be completed in two years. CCA members voted unanimously to support the project.

[DTLA 2040](#) is the merging and update of the Central City and Central City North community plans and is intended to support Downtown's growth for the next two decades. DTLA 2040 will significantly increase the available area of land zoned for residential construction, help move Downtown to an increased multi-modal future by rethinking parking requirements and localizing public benefits through an incentive zoning system.

City Planning shared that DTLA 2040 will likely extend the application of the Greater Downtown Housing Incentive Area Ordinance across the plan area and expand the Adaptive Reuse Ordinance to include non-residential projects. The plan text, zoning code and zoning map is expected to be released this summer. City Planning is also planning to release the market study shortly to calibrate the incentive zoning system so the required incentives do not exceed the value of the up zone. CCA will continue to convene our DTLA 2040 Working Group and remain highly engaged on this important issue for Downtown's future.

CCA thanks **Cecilia Ngo**, SRHT, and **Bryan Eck**, City Planning, for their presentations and remarks.

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## LA City Council Housing Committee

On Wednesday, CCA spoke at the Housing Committee hearing on several proposals before City Council. One motion would ban "no-fault" evictions in non-RSO properties. CCA and others expressed concern that this would force landlords to pursue expensive and time-consuming Just Cause evictions, which leave a black mark on the records of renters, are costly for landlords and prolong disruptions for tenants whose quality of life is harmed by bad neighbors. This item will report back to the Housing Committee in 60 days.

CCA also raised concerns about a proposal to withhold demolition permits until issuance of a building permit, which could result in blighted

properties that are left vacant for long periods. Councilmember Price raised this same issue for a property in his district that has been stuck in limbo for years.

Lastly, CCA supported the City's efforts to collect better data on local vacancy rates, which will tell a more accurate story about the scope of the housing shortage in LA and help identify communities where new housing is most needed. Under the direction of the Committee, City Planning will be working with the DWP to collect and evaluate vacancy data.

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## Southeast LA Community Plan

In addition to its extensive work on DTLA 2040, CCA has been engaged with the Southeast LA Community Plan update which went before the City Planning Commission today. Two of CCA's main goals with respect to the Southeast LA plan are to ensure that Washington Blvd. is zoned for a high density of jobs and housing, and that South LA and Downtown are connected by strong pedestrian, bicycle, and transit linkages. To read our full letter to CPC, please click [here](#).

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## In Memoriam

CCA would like to honor **Jeff King** who was a CCA Executive member, longtime advocate for Downtown Los Angeles and an early pioneer of the Southern California restaurant scene. King was a co-founder of King's Seafood Company which operated the five-unit Water Grill chain;

single-unit restaurants Lou & Mickey's in San Diego, PierBurger in Santa Monica, the 555 East steakhouse in Long Beach and the fast-casual Fish Camp in Huntington Beach; as well as the 11-unit King's Fish House chain across Southern California. King passed away last month. We thank him for his leadership and service.

## CCA Members in the news

"You're seeing direct results of the investment around Seventh and Figueroa, as excitement for the Wilshire Grand has made it an even more dynamic area. The residential market is getting deeper. The Bloc is coming together" - Chris Martin, AC Martin

LA Downtown News, [Wilshire Grand Week: The Man Who Built the \\$1.2 Billion Tower](#), 6/19/17

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Central City Association of Los Angeles

**"Enhancing DTLA's vibrancy and  
increasing investment in the region"**

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